

### **MBO RESULTS: SAM R. A. Tanchyk: 1994 Goals**

**1. Institute VAP Program at assigned Direct Accounts, insuring accuracy on-going**  
VAP was reintroduced to all 16 assigned Direct Accounts; currently over 440 compliant VAP accounts are routinely handled by his Direct Account. Further Tanchyk has also achieved significant results of various surplus promotions when requested such as Monarch BIGIF, Select Can Huggers, etc. Additionally sold the following assigned chains on VAP: R.L. Vallec, Handy, Odessa.

**2. Develop/Present DAP Programs on a monthly basis to all assigned Direct Accounts**  
11 of 16 Direct Accounts participated in at least one DAP Program throughout 1994. Detailed Sales Presentations were also made to the following Direct Accounts' Sales Personnel: Standard Rosenbaum, Capital Candy, Finkle Distributors, Mountain Candy and Dowling Tobacco. These programs had a marked effect on at least (6) major Albany Direct Accounts in their Focus Share of Market increase. These include Standard, Finkle, Hibbert, Dowlings, Capital and Lavin Candy. Tanchyk also enlisted the support of 7 assigned direct accounts to move over 700 Select Can Huggers in a DAP-like promotion. Finally additional gains were achieved especially in the DORAL and SALEM brands Styles at Finkle Distributors throughout highly competitive 2nd & 3rd quarters.

**3. Institute Joe's Place in all targeted chains.**  
**Handy Commercial Markets**- six of 8 locations received Joe's Place Floor Displays. The remaining (2) stores accepted Waterfall Units. **Fleming Oil** accepted a total of (4) Joe's Place Displays by year's end.

**4. Sell PIP Program to assigned Direct Accounts to insure RJR Business Gains**  
1994 PIP/FOCUS Results:  
Period I FOCUS: March - October - 14 of 16 Accounts were enrolled in program I in either plan "A" or plan "B". The following 9 Assigned Direct Accounts had a positive gain in RJR Share of Market during Period I: Capital Candy (+.2), Dowling Tobacco (+3.1), Finkle Tobacco (+.1), Hibbert & McGee (+1.0), Standard (+.2), Galanes (+.2), Kingston (+1.1), Lavin (+2.6) and Norman's (7.9).

**5. Oversee Accrual Program with assigned chains**  
**Supermart**: - Instituted in 1st quarter a co-marketing buydown program via chain scanning system which has continued to work quite smoothly thru (3) quarters. Primarily promoted CAMELS and SELECTS on a quarterly basis throughout 1994. **Handy Enterprises**: Following up on a less than successful 1st quarter, Tanchyk revamped CAMEL/SELECT Buydown Program that was administratively sound for both HANDY and RJR in a very competitive Vermont Marketplace.

**6. Develop/Coordinate Regional Workplan Promotions in local Hess Station Contact**  
Worked consistently with Moe Brooks, local Hess Contact to institute workplan promotions

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SBP EMPLOYEE SCORING LOCATION: RJRT 000 01643 ALBANY NY CHAIN

SSNO	NAME	RATING	RATING	RATING	RATING	RATING
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SIAP08	ENTRY LEVEL MANAGER	PROGRAM EFFECTI				
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R. J. REYNOLDS TOBACCO COMPANY

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